

**National Tourism Organisation of Serbia**  
**Belgrade, Cika Ljubina 8**  
**www.serbia.travel**  
**Registration No: 1245/7**  
**Public procurement No: SVPP 4/2019**  
**May 13, 2019**

After completion of the small value public procurement, pursuant to Articles 107 and 108 of the Public Procurement Law (Official Gazette of RS, No. 124/2012, 14/15 and 68/15) and the Report on Technical Evaluation of Bids on May 13<sup>th</sup> 2019, the National Tourism Organisation of Serbia as the Contracting Authority hereby passes this

**DECISION**  
*to award contracts*

In the small value public procurement, SVPP No. 4/2019, for procurement of public relations services on the China market or the purposes of the National Tourism Organisation of Serbia, **procurement** contracts are hereby awarded as follows:

„Shanghai Yazhe Business Consulting Co, Ltd. (Azure Global)", Suite 205 West No.172 Yanchang Road West, Shanghai, China.

**Explanation**

Subject of this public tender is provision of public relation services on the China market.  
 Title from the general registry of public tenders: 79416000 -Public relation services  
 The type of public procurement procedure: small value public procurement  
 The total estimated value of public procurement is RSD 4.500.000, exclusive of VAT.  
 Opening of bids took place on May 6<sup>th</sup> 2019 at 13:15 p.m. at the premises of the National Tourism Organisation of Serbia, address: Belgrade, Cika Ljubina 8.

Evaluation of bids was made by the Commission, consisting of:

- 1) Aneta Uskokovic, Tourism Associate for the international tourism markets with a higher education degree, Chairperson/President
- 2) Zeljka Pudar, Associate for the international tourism markets, with a higher education degree, member
- 3) Jelena Bogdanovic, Public Procurement Officer with a higher education degree, member  
 - Vesna Ninic, Head of the Department for Public Procurement, Legal and Personnel Affairs, deputy member

It is noticed that bidders' representatives were not present at the opening of bids. Timely, until 06<sup>th</sup> May 2019. by 13:00 pm, two offers were received.

No.	Bidder	Registration number	Date of the bid	Hour of eption of the documents
1	Shangai Yazhe Busines Consulting Co.LTD	1319	03.05.2019.	9.45 AM
2	East West Marketing	1324	03.05.2019.	11.15 AM

There were no late offers.

The bidders offered the following elements of the criteria:

<b>Bidder and registration number</b>	<b>Price exclusive of VAT</b>
Shangaji Yazhe Busines Consulting Co.LTD, number 1319 from 03.05.2019.	36.500 EUR, which is 4.305.999,90 dinars according to average exchange rate on the opening day of the public procurement
East West Marketing, number 1324 from 03.05.2019.	60.000 EUR, which is 7.078.356,00 dinars, according to average exchange rate on the opening day of the public procurement

\* Amounts were translated to dinars at the middle exchange rate of the National Bank of Serbia applicable on 6th May 2019, which is 117,9726 RSD for 1 EUR

In the process of expert evaluation of offers, the Public Procurement Commission noted the following:

The provider of East West Marketing Room 1513, Xinhua Science and Technology Mansion, No. 8 Tuofangying South Road, Chaoyang District, Beijing, offered an annual price of 60,000.00 EUR, which at the official average exchange rate for EUR on the day of opening 6.5.2019. was 7.078.356,00 RSD. The offered price is exceeding the estimated value of the public procurement, which amounts to 4.500.000,00 RSD.

In the tender documentation on page 6, item 4.2. additional conditions for participation in the procedure, in subparagraph 2. it is specified that the bidder has a relevant experience in the provision of public relations services, that is, that in the last three years it has concluded at least four contracts for the provision of public relations services with different national and / or regional tourist organizations of our region.

Provider of East West Marketing Room 1513, Xinhua Science and Technology Mansion, No.8 Tuofangying South Road, Chaoyang District, Beijing, delivered the following references: the Greek National Tourism Organization, the Danish National Tourist Board, the Norway National Tourist Board and the U.S. Travel Association. Reference: Denmark National Tourist Board, Norway National Tourist Board and U.S. Travel Association, are not references issued by national and / or regional tourism organizations of our region.

Given that the bidder failed to comply with the requirements of the Contracting Authority from the Tender Documentation, it was noted that the offer "East West Marketing" Room 1513, Xinhua Science and Technology Mansion, No.8 Tuofangying South Road, Chaoyang District, Beijing, contains important shortcomings, and thus was refused as unacceptable.

Bidder's Offer, Shanghai Yazhe Business Consulting Co., Ltd. (Azure Global) ', Suite 205 West No.172 Yanchang Road West, Shanghai, China is acceptable.

The Committee concluded that the bid is eligible and acceptable and proposed that the contract should be awarded to the bidder:

„Shanghai Yazhe Business Consulting Co, Ltd. (Azure Global)", Suite 205 West No.172 Yanchang Road West, Shanghai, China.



On the basis of the facts found in the procedure, it was decided as in the enacting clause of the Decision.

**Instructions on legal remedy:** A motion for the protection of rights can be submitted against this Decision within 5 days of the date of its publishing on the Public Procurement Portal. A motion should be submitted to the Contracting Authority, with a copy to the Republic Committee for the Protection of Rights in Public Procurement Procedures.



ACTING DIRECTOR

Marija Labovic